GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:713
ANSWERED ON:16.08.2007
PROMOTION OF TOURISM SCHEMES IN FOREIGN COUNTRIES
Gadhavi Shri Pushpdan Shambhudan

Will the Minister of TOURISM be pleased to state:

(a) whether Government proposes to promote schemes like "Medical Tourism", "Beach Tourism", "Heritage Tourism", "Pilgrimage Tourism" and "Desert Tourism", abroad before the commencement of Commonwealth Games in 2010;

(b) if so, the details thereof; and

(c) the total amount earmarked for promotion of tourism activity before the Games?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): Yes, Sir. The Ministry of Tourism promotes a number of themes including Medical Tourism, Heritage Tourism, Pilgrimage Tourism and Desert Tourism in the overseas market through print, TV, Internet and Outdoor Media. In addition, information is regularly hosted in the official website of the Ministry for worldwide promotion and disseminated through the Indiatourism Offices in the country and abroad.

(c): The amount earmarked for overseas promotion during the year 2007-08 is Rs.165 Crore. The allocation for subsequent years in the 11th Five Year Plan has not been finalized.